

Message Text

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FOR USDOC/BIC/OIM/EA/KELLY; USDOC/BIC/OIM/MRD

E.O. 11652: N/A
TAGS: BBSR, TW
SUBJECT: MARKET RESEARCH: PLACEMENT OF ANALYTICAL INSTRUMENTATION STUDY AND SEARCH FOR THIRD CONTRACTOR

REF: A) TRANSMITTAL RECEIVED 6/24/77
B) USDOC 21900 OF 12/22/76

1. SUMMARY: SUBJECT SURVEY HAS NOT YET BEEN INITIATED BOTH FIRMS UNDER CONTRACT ARE CURRENTLY ENGAGED IN TTC RESEARCH, AND MRO WILL SOON BEGIN SIX-WEEK TDY IN SEOUL. RESEARCH STAFF'S LONG SEARCH FOR QUALIFIED THIRD CONTRACTOR HAS RECENTLY PRODUCED RESULTS, SO TTC PROPOSES CONTRACTING PREPARATION OF ANALYTICAL INSTRUMENTATION MARKET SURVEY WITH THIS FIRM AS TRIAL PROJECT. END SUMMARY.

2. REF A REQUESTED MRO-CONDUCTED STUDY OF TAIWAN MARKET FOR INDUSTRIAL AND SCIENTIFIC ANALYTICAL INSTRUMENTATION. DURING SURVEY PERIOD IN QUESTION, RESEARCH STAFF IS PREPARING MINI-STUDY ON PACKAGING EQUIPMENT, FULL DESK STUDY ON COMPUTERS, ANNUAL BEST PROSPECTS REPORT, AND MAY BE ASKED TO DO DESK STUDY ON COMMERCIAL FISHING GEAR. IN ADDITION, MRO WILL SPEND SIX WEEKS IN KOREA ON TDY. CONTRACTORS ARE LIKEWISE ENGAGED IN TTC RESEARCH AND UNABLE TO UNDERTAKE SUBJECT SURVEY: CCIS UNCLASSIFIED

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DOING OMR ON PACKAGING AND MCC DOING GMR ON ELECTRONICS. ALSO TTC EXPECTS USDOC TO FORWARD REQUESTS FOR ADDITIONAL RESEARCH, TO BE CONDUCTED BY THESE FIRMS, EARLY OR MID SEPTEMBER.

3. UNTIL JUNE 1976, WHEN PEAT, MARWICK, MITCHELL PHASED OUT MARKET RESEARCH FUNCTION, TTC UTILIZED SERVICES OF THREE CONTRACTORS. SINCE THEN SEARCH FOR THIRD FIRM HAS INCLUDED UN-

SATISFACTORY RELATIONSHIP WITH SMALL AMERICAN COMPANY THAT HAD LITTLE PREVIOUS MARKET RESEARCH EXPERIENCE. RECENTLY, HOWEVER, OVER PERIOD OF TIME, MRO AND ASSISTANT HAVE HAD SERIES OF SUBSTANTIVE MEETINGS AND FRUITFUL DISCUSSIONS WITH MARKET RESEARCH STAFF OF SGV-SOONG AND COMPANY.

4. SGV-SOONG IS TAIWAN BRANCH OF SGV GROUP, WELL-KNOWN, ASIA-WIDE MANAGEMENT SERVICES COMPANY HEADQUARTERED IN MANILA. SGV-SOONG IS IN EFFECT, HOWEVER, A LOCAL COMPANY, STAFFED BY CHINESE WHO KNOW TAIWAN. FIRM PROVIDES (SINCE 1968) ADVISORY AND CONSULTING ASSISTANCE OF VARIOUS TYPES TO BOTH PRIVATE COMPANIES AND GOVERNMENT INSTITUTIONS. SERVICES HAVE INCLUDED MARKET FORECASTING, MARKETING FEASIBILITY EVALUATION, AND PRODUCT SURVEYS SINCE 1971. MARKET RESEARCH FUNCTION HAS RECENTLY BEEN EXPANDED AND NEW MANAGER ACQUIRED WHO WORKED AT MCC WHEN TTC FIRST CONTRACTED WITH THAT COMPANY. MR. SHIH WAS PROJECT MANAGER FOR SEVERAL USDOC STUDIES CONDUCTED BY MCC. ALL WERE SATISFACTORY. MR. SHIH WOULD LIKE TO UNDERTAKE LIKE SURVEYS FOR SGV-SOONG. HE IS THOROUGHLY FAMILIAR WITH USDOC REQUIREMENTS AND SPECIFICATIONS.

5. TTC IS BOTH CONFIDENT COMPANY WOULD CONDUCT SATISFACTORY SURVEY AND OPTIMISTIC RE LONG-TERM RELATIONSHIP. CONSEQUENTLY STAFF RECOMMENDS CONTRACTING SUBJECT RESEARCH TO SGV AS "TRIAL" PROJECT. SPECIFICATIONS HAVE BEEN STUDIED BY MANAGER AND HE UNCLASSIFIED

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AGREES TO CONDUCT SURVEY IN TWELVE WEEKS FOR US\$2500, WITH UNDERSTANDING THAT IF RESEARCH IS SATISFACTORY TO TTC AND USDOC, FIRM WOULD BE CONSIDERED FOR FUTURE PROJECTS AT FEE "COMMENSURATE WITH THAT GIVEN OTHER CONTRACTORS."

6. REQUEST OIM APPROVE SUBJECT RECOMMENDATION ASAP. IF PROPOSAL APPROVED, RESEARCH CAN BE CONSIDERED BEGUN AUGUST 1.

7. PLEASE ADVISE.
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